

**PENGARUH RASIO PROFITABILITAS DAN RASIO  
AKTIVITAS TERHADAP HARGA SAHAM (Studi Empiris pada  
perusahaan industri *consumer goods* yang terdaftar di BEI periode 2009-  
2013)**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh profitabilitas dan rasio aktivitas terhadap harga saham perusahaan industri *consumer goods*. Populasi penelitian ini adalah perusahaan industri *consumer goods*. Sampel dipilih dengan metode *purposive sampling* selama tahun 2009 sampai dengan tahun 2013 sehingga diperoleh 95 sampel. Penelitian ini menggunakan model regresi linier berganda.

Berdasarkan hasil pengujian hipotesis menunjukkan bahwa *Net Profit Margin*, *Return On Equity*, *Earnings Per Share*, *Total Asset Turnover*, dan *Inventory Turnover* memiliki pengaruh terhadap harga saham. *Net Profit Margin*, *Return On Equity*, *Earnings Per Share*, *Total Asset Turnover*, dan *Inventory Turnover* secara simultan mempengaruhi harga saham.

Kata Kunci: *Net Profit Margin (NPM)*, *Return On Equity (ROE)*, *Earnings Per Share (EPS)*, *Total Asset Turnover (TATO)*, *Inventory Turnover (ITO)*, harga saham

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# **THE EFFECT OF PROFITABILITY AND ACTIVITIES RATIOS ON STOCK PRICE (Empirical Study on Manufacturing Company Listed in Indonesia Stock Exchanges Year of 2011-2013)**

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## **ABSTRACT**

*The object of this study is to analyze how the profitability and activity ratio influence the stock price. The population of this research is consumer goods company. Samples were selected by purposive sampling method during 2009 to 2013 in order to obtain 95 samples. This study uses multiple linear regression mode .*

*Based on the results of hypothesis testing showed that Net Profit Margin, Return On Equity, Earnings Per Share, Total Asset Turnover, and Inventory Turnover as individual has an influence on the stock price. Net Profit Margin, Return On Equity, Earnings Per Share, Total Asset Turnover, and Inventory Turnover simultaneously have influence to the stock price.*

*Key Words: Net Profit Margin (NPM), Return On Equity (ROE), Earnings Per Share (EPS), Total Asset Turnover (TATO), Inventory Turnover (ITO), stock price*

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